

***Amendments to the Claims***

This listing of claims will replace all prior versions, and listings of claims in the application.

1.     *(Original)*     A method for use in marketing, comprising:  
                        detecting, at a remote computer, product purchase information of a plurality of retail stores, the product purchase information including price information, the remote computer located remote from the retail stores;  
                        receiving, at the remote computer, a shopping list of a customer, the shopping list including at least one item; and  
                        in response to receiving the shopping list initiating communication, to the customer by the remote computer, of price information associated with the at least one item on the shopping list for the plurality of retail stores.
2.     *(Original)*     The method of Claim 1, wherein initiating communication comprises transmitting an electronic mail message for receipt by the customer.
3.     *(Original)*     The method of Claim 1, wherein receiving, at a remote computer, product purchase information of a plurality of retail stores, comprises receiving product purchase information of a plurality of retail stores on a substantially real-time basis.
4.     *(Original)*     The method of Claim 1, wherein receiving a shopping list of a customer comprises receiving an electronic mail message including the at least one item.

5.       *(Original)*      The method of Claim 1, wherein receiving a shopping list of a customer comprises receiving information from the customer over the Internet.

6.       *(Original)*      The method of Claim 5, wherein receiving information from the customer over the Internet comprises receiving information inputted into a web page associated with the remote computer.

7.       *(Original)*      The method of Claim 1, and further comprising storing product purchase information from the plurality of retail stores in association with customer identification numbers.

8.       *(Original)*      The method of Claim 7, and further comprising transmitting to the customer a proposed shopping list prior to receiving the shopping list including at least one item.

9.       *(Original)*      The method of Claim 8, wherein the proposed shopping list comprises products previously purchased by the customer.

10.      *(Original)*      The method of Claim 8, wherein the proposed shopping list comprises products previously purchased by the customer in the customer's most recent shopping transaction with one of the retail stores.

11. *(Original)* The method of Claim 1, and further comprising initiating, by the remote computer, communication of an incentive associated with the at least one item to the customer in response to receiving the shopping list.
12. *(Original)* The method of Claim 11, wherein the incentive comprises a discount on the at least one item.
13. *(Original)* The method of Claim 11, wherein the incentive comprises a discount on a product competitive with the at least one item.
14. *(Original)* The method of Claim 13, and further comprises comparing, by the computer, the price of the at least one item at a first one of the plurality of retail stores to the price of the competitive item at the first retail store, the price of the at least one item and the competitive item at the first retail store determined from the product purchase information, and wherein the incentive comprises a discount sufficient to lower the effective price on the competitive item to match or beat the price of the at least one item.
15. *(Original)* The method of Claim 13, wherein the price of the competitive item comprises the price at which the competitive item was purchased within an hour of the receipt of the shopping list.
16. *(Original)* The method of Claim 11, and further comprising comparing, by the computer, the price of the at least one item at a first one of the plurality of retail

stores to the lowest price at which the at least one item was purchased from the first retail store within a predetermine time period, the lowest price determined from the product purchase information, and wherein the incentive comprises a discount sufficient to lower the effective price at the first retail store on the at least one item to match or beat the lowest price

17. (*Original*) The method of Claim 16, wherein the predetermined time period is approximately one hour from the receipt of the shopping list

18. (*Original*) The method of Claim 11, wherein the incentive comprises a redeemable coupon.

19. (*Original*) The method of Claim 11, wherein the incentive comprises a notification of a future electronic discount.

20. (*Currently Amended*) The method of Claim 11, wherein the incentive comprises a redeemable coupon on a product determined to be a product more frequently purchased by the customer than other products purchased by the customer.

21-95. (*Cancelled*)

96. (*New*) A remote computer comprising:  
a processor;

a memory accessible by the processor; and  
a computer program stored in the memory, the computer program operable to be executed on the processor and further operable to:

detect product purchase information of at least one retail store located remotely from the remote computer, the product purchase information including price information;

receive a shopping list of a customer, the shopping list including at least one item; and

in response to receiving the shopping list, initiate communication to the customer of price information associated with the at least one item for each of the at least one retail store.

97. (*New*) An article comprising a medium for storing instructions that enable a remote computer to:

detect product purchase information of at least one retail store located remotely from the remote computer, the product purchase information including price information;

receive a shopping list of a customer, the shopping list including at least one item; and

in response to receiving the shopping list, initiate communication to the customer of price information associated with the at least one item for each of the at least one retail store.